

snippets of text extracted from those Web pages, and hyper-text links to those Web pages, and may be grouped into a predetermined number of (e.g., ten) search results.

[0030] The search engine may submit a request for ads to the system **120**. The request may include a number of ads desired. This number may depend on the search results, the amount of screen or page space occupied by the search results, the size and shape of the ads, etc. In one embodiment, the number of desired ads will be from one to ten, and preferably from three to five. The request for ads may also include the query (as entered or parsed), information based on the query (such as geolocation information, whether the query came from an affiliate and an identifier of such an affiliate, a user local time, etc.), and/or information associated with, or based on, the search results. Such information may include, for example, identifiers related to the search results (e.g., document identifiers or “docIDs”), scores related to the search results (e.g., information retrieval (“IR”) scores such as dot products of feature vectors corresponding to a query and a document, Page Rank scores, and/or combinations of IR scores and Page Rank scores), snippets of text extracted from identified documents (e.g., WebPages), full text of identified documents, feature vectors of identified documents, etc.

[0031] The search engine may combine the search results with one or more of the advertisements provided by the system **120**. This combined information including the search results and advertisement(s) is then forwarded towards the user that requested the content, for presentation to the user. Preferably, the search results are maintained as distinct from the ads, so as not to confuse the user between paid advertisements and presumably neutral search results.

[0032] Finally, the search engine may transmit information about the ad and when, where, and/or how the ad was to be rendered (e.g., position, selection or not, impression time, impression date, size, conversion or not, etc.) back to the system **120**. Alternatively, or in addition, such information may be provided back to the system **120** by some other means.

§ 4.1.2 Exemplary Ad Entry, Maintenance and Delivery Environment

[0033] FIG. 2 illustrates an exemplary ad system **120'**, consistent with the present invention. The exemplary ad system **120'** may include an inventory system **210** and may store ad information **205** and usage information **245**. The exemplary system **120'** may support ad information entry and management operations **215**, campaign (e.g., targeting) assistance operations **220**, accounting and billing operations **225**, ad serving operations **230**, relevancy determination operations **235**, optimization operations **240**, relative presentation attribute assignment (e.g., position ordering) operations **250**, fraud detection operations **255**, and result interface operations **260**.

[0034] Advertisers **110** may interface with the system **120'** via the ad information entry and management operations **215** as indicated by interface **216**. Ad consumers **130** may interface with the system **120'** via the ad serving operations **230** as indicated by interface **231**. Ad consumers **130** and/or other entities (not shown) may also interface with the system **120'** via results interface operations **260** as indicated by interface **261**.

[0035] An advertising program may include information concerning accounts, campaigns, creatives, targeting, etc. The term “account” relates to information for a given advertiser (e.g., a unique email address, a password, billing information, etc.). A “campaign” or “ad campaign” refers to one or more groups of one or more advertisements, and may include a start date, an end date, budget information, geo-targeting information, syndication information, etc. For example, Honda may have one advertising campaign for its automotive line, and a separate advertising campaign for its motorcycle line. The campaign for its automotive line may have one or more ad groups, each containing one or more ads. Each ad group may include a set of keywords, and a maximum price offer (cost per click-though, cost per conversion, etc.). Alternatively, or in addition, each ad group may include an average price offer (e.g., average cost per selection, average cost per conversion, etc.). Therefore, a single maximum price offer and/or a single average price offer may be associated with one or more keywords. As stated, each ad group may have one or more ads or “creatives” (That is, ad content that is ultimately rendered to an end user.). Naturally, the ad information **205** may include more or less information, and may be organized in a number of different ways.

[0036] The ad information **205** can be entered and managed via the ad information entry and management operations **215**. Campaign (e.g., targeting) assistance operations **220** can be employed to help advertisers **110** generate effective ad campaigns. For example, the campaign assistance operations **220** can use information provided by the inventory system **210**, which, in the context of advertising for use with a search engine, may track all possible ad impressions, ad impressions already reserved, and ad impressions available for given keywords. The ad serving operations **230** may service requests for ads from ad consumers **130**. The ad serving operations **230** may use relevancy determination operations **235** to determine candidate ads for a given request. The ad serving operations **230** may then use optimization operations **240** to select a final set of one or more of the candidate ads. Finally, the ad serving operations **230** may use relative presentation attribute assignment operations **250** to order the presentation of the ads to be returned. The fraud detection operations **255** can be used to reduce fraudulent use of the advertising system (e.g., by advertisers), such as through the use of stolen credit cards. Finally, the results interface operations **260** may be used to accept result information (from the ad consumers **130** or some other entity) about an ad actually served, such as whether or not click-through occurred, whether or not conversion occurred (e.g., whether the sale of an advertised item or service was initiated or consummated within a predetermined time from the rendering of the ad), etc. Such results information may be accepted at interface **261** and may include information to identify the ad and time the ad was served, as well as the associated result.

[0037] When employed in a system such as that **120'** of FIG. 2, the present invention may be provided as one of the campaign assistance operations **220**.

§ 4.1.3 Definitions

[0038] Online ads, such as those used in the exemplary systems described above with reference to FIGS. 1 and 2, or any other system, may have various intrinsic features.